

Report 2: User and Developer Experience Report in Exercice App.

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Visual Design:

Observations:

- While the app employs a minimalistic design, the overall visual appeal lacks innovation and fails to create a memorable impression.
- The consistent color scheme, although commendable, feels uninspired and does little to differentiate the app from its competitors.
- The absence of a dark/night mode not only hampers accessibility but also highlights a lack of foresight in catering to diverse user preferences and needs.

Recommendation:

- Overhaul the visual design to incorporate more engaging elements that resonate with users, such as vibrant color schemes and dynamic layouts.
- Prioritize the implementation of a dark/night mode feature to enhance accessibility and cater to user preferences effectively.

Layout and Navigation:

Observations:

- The current layout fails to optimize user engagement and task completion, with key features like trending exercises occupying prime real estate without delivering substantial value to users.
- The misalignment of "workout by goal" and "choose your level" sections reflects a fundamental oversight in user-centric design principles, leading to confusion and frustration among users.

Recommendation:

- Conduct a comprehensive redesign of the layout to prioritize user-centric features and streamline navigation for improved usability.
- Employ user testing methodologies to gather feedback and iteratively refine the layout to better align with user expectations and preferences.

Engagement:

Observations:

- The app's failure to captivate users effectively underscores a significant missed opportunity to drive user retention and satisfaction.

- The layout inconsistencies at the beginning of exercise pages exacerbate user disengagement, leading to increased bounce rates and diminished user loyalty over time.

Recommendation:

- Invest in user experience research to gain deeper insights into user behaviors and preferences, allowing for more targeted strategies to enhance user engagement.
- Leverage data-driven design principles to optimize layout components and content placement, maximizing user engagement and satisfaction.

Performance:

Observations:

- While app responsiveness, speed, and stability meet baseline expectations, they fall short of delivering a truly seamless and frictionless user experience.
- The presence of critical functional issues such as unresponsive buttons and incomplete instructions undermines user trust and satisfaction, tarnishing the app's reputation and viability in the competitive fitness app market.

Recommendation:

- Prioritize the resolution of critical functional issues to restore user trust and confidence in the app's reliability and performance.
- Implement robust quality assurance processes to proactively identify and address potential performance bottlenecks and usability issues before they impact user experience negatively.

Additional Issues Identified:

1. Unresponsive "See trending exercises this week" button.
2. Incomplete workout goal titles affecting clarity.
3. Navigation buttons ("Next" and "Previous") not functioning properly.
4. Incomplete or missing instructions within exercise sections.
5. Lack of distinction between different exercise programs.
6. Poor image quality impacting visual appeal.

7. Inaccuracies in exercise count and equipment descriptions.

Recommendations:

1. Address critical functional issues promptly to restore user trust and confidence in the app's reliability and performance.
2. Conduct a comprehensive content audit to identify and rectify inconsistencies and inaccuracies in workout goal titles, exercise instructions, and equipment descriptions.
3. Implement robust testing protocols to validate the functionality and usability of navigation buttons and other essential features.
4. Enhance visual appeal and professionalism by replacing low-quality images with high-resolution versions and ensuring consistency in image quality across all sections of the app.
5. Provide clear and concise descriptions for different exercise programs to aid user understanding and decision-making..
6. Leverage user feedback and analytics data to inform ongoing improvements and optimizations to the app's user experience and performance.

Here are some new feature ideas to enhance the Exercice app:

1. Social Integration:

- Integrate social features that enable users to connect with friends, share workout achievements, and participate in challenges or competitions.
- Implement features like leaderboards, badges, and activity feeds to foster a sense of community and motivation among users.

2. Virtual Personal Trainer:

- Incorporate virtual coaching capabilities that offer personalized workout guidance, form correction, and motivational feedback.
- Utilize AI-driven algorithms to analyze user performance, track progress, and adapt workout plans in real-time based on user feedback and performance data.

3. Audio Workouts and Guided Meditation:

- Offer audio-based workouts and guided meditation sessions to cater to users who prefer auditory cues over visual instructions.
- Partner with fitness experts and meditation instructors to create high-quality audio content tailored to various fitness levels and meditation practices.

4. Wearable Device Integration:

- Support integration with popular wearable devices such as fitness trackers and smartwatches to sync workout data, monitor heart rate, and track activity levels in real-time.
- Enable users to seamlessly transition between the Exercice app and their preferred wearable device for a more integrated and comprehensive fitness experience.

5. Gamification Elements:

- Incorporate gamification elements such as achievements, rewards, and virtual incentives to make fitness more engaging and enjoyable.
- Introduce challenges, quests, and milestones that encourage users to set and achieve fitness goals while earning virtual rewards and recognition.